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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/708,592		
		Filing Date	March 12, 2004		
		First Named Inventor	Eliza Freud, et al.		
		Art Unit	TBA 4137		
		Examiner Name	TBA Kevin Poe		
Sheet	1	of	1	Attorney Docket Number	60655.7000

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
KP		"My Auction Home", http://sweeps.marketsystems.net/vip/auctions/myauction.html , 01/14/2002, 1 page	
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KP		Mobil Rewards Program, http://www.mobilerewards.com/index.jsp?AGE=faq , 01/14/2002, 2 pages	
KP		Points Loyalty Program@edea.com, http://marketplace.edea.com/cgi-bin/ncommerce3/ExecMcr/sttic/ipint.d2w/rep rt?wl=151 , 01/11/2002, 4 pages	
KP		EmasOnline.com - EmasPoints Guidelines, http://www.emasonline.com/eonline/emasguidelines.sp?p gec t=sh p , 01/14/2002, 1 page	
KP		Employee Loyalty Programme by NetCarrots Loyalty Services: A Powerful Management Tool, http://www.netcarrots.net/net/solutions/elp/pmt.jsp , 01/11/2002, 1 page	
KP		Online Business discover customer loyalty is easily bought, http://www.drke.edu/journalism/InfinetWorld/loyal.html , 01/11/02, 3 pages	

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